

REMARKS

Claims 1-9 are presented for consideration, with Claim 1 being independent.

Claim 1 has been amended to further distinguish Applicant's invention from the cited art. Support for the amendments to Claim 1 can be found, for example, on page 15, line 24, *et seq.*, of the specification and in Figure 2. Claim 10 has been cancelled.

Claims 1-9 stand rejected under 35 U.S.C. §103 as allegedly being obvious over Yamaguchi '391 in view of Kim '091. Claim 10 is rejected as allegedly being obvious over those citations and further in view of Tanada '578. These rejections are respectfully traversed.

Claim 1 of Applicant's invention relates to a video display apparatus comprised of a display panel, a converting circuit for executing non-linear conversion for an input video signal to output a converted video signal, and a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of the display screen. In addition, an adjustment circuit adjusts the converted video signal on the basis of the display brightness featured value to output an adjusted video signal, and a superimposing circuit superimposes a signal for displaying textual information or an icon on the adjusted video signal to output a superimposed video signal to the display panel. As amended, the display brightness featured value detecting circuit receives the superimposed video signal output from the superimposing circuit before the superimposed video signal is input to the display panel and calculates the display brightness featured value from the received superimposed video signal. An image is displayed on the basis of the superimposed video signal output from the superimposing circuit.

In accordance with Applicant's invention, a video display apparatus providing a high quality image is achieved.

The primary citation to Yamaguchi relates to a contrast and brightness control circuit for a television receiver. As shown in Figure 1, a CRT 76 displays images provided by a picture signal g5. The picture signal, received from a superimposer 73, is subjected to contrast adjustment by a contrast adjuster 74 and brightness adjustment by a brightness adjuster 75. The brightness adjuster receives a voltage Vb5, which is adjusted by a variable resistor VR52 and corresponds to a current flowing through an anode of the CRT (see column 3, lines 19-22).

The secondary citation to Kim relates to a display apparatus having gamma correction and is relied on for its teaching of a converted circuit for executing non-linear conversion for an input video signal to output a converted video signal.

Without conceding to the propriety of combining Yamaguchi and Kim in the manner proposed in the Office Action, it is submitted that such a combination fails to teach or suggest Claim 1 of Applicant's invention. In this regard, Applicant respectfully takes issue with the assertion on page 3 of the Office Action that Yamaguchi includes a display brightness featured value detecting circuit that receives the superimposed video signal output from the superimposing circuit and calculates a statistical value as the display brightness featured value from the received superimposed video signal. To the contrary, in Yamaguchi the brightness adjuster 75 does not calculate a display brightness featured value from the received superimposed video signal, but instead adjusts the picture signal f5 based on the measured current flowing to the anode of the CRT. In other words, in Yamaguchi the display brightness is adjusted based on the current to the CRT. To further emphasize this distinction, Claim 1 has been amended to set

forth that the output superimposed video signal is received by the display brightness features value detecting circuit before the superimposed video signal is input to the display panel.

Accordingly, reconsideration and withdrawal of the rejection of Claims 1-9 under 35 U.S.C. §103 is respectfully requested.

The tertiary citation to Tanada relates to a light emitting device and was relied on for its teaching of electroemission elements. Tanada fails, however, to compensate for the deficiencies in Yamaguchi and Kim as discussed above.

Thus, it is submitted that Applicant's invention as set forth in independent Claim 1 is patentable over the cited art. In addition, dependent Claims 2-9 set forth additional features of Applicant's invention. Independent consideration of the dependent claims is respectfully requested.

#### REQUEST FOR INTERVIEW

Applicant respectfully requests a telephone interview in the subject application. Applicant's undersigned representative will contact the Examiner within one week for the purpose of scheduling the interview.

#### CONCLUSION

In view of the foregoing, reconsideration and allowance of this application is deemed to be in order and such action is respectfully requested.

Applicant's undersigned attorney may be reached in our Washington, D.C. office by telephone at (202) 530-1010. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

/Scott D. Malpede/

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